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Understanding Student-lead Charitable Events through Conspicuous Donation Behavior: A Mixed-methods Study

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Abstract

This paper explores how campus-based charitable events can drive future participation through the factors of engagement, social media use, campus community, and self-esteem. Through mixed-methods, researchers drew insights from Twitter posts and survey responses of past and current Jagathon participants. Tweets were analyzed through sentiment analysis and survey data was explored through multiple linear regression, descriptive analysis, and correlation analysis. The results of study one indicates an overall positive attitude towards Jagathon held by participants. The results of study two found that the experience had at Jagathon and social media use are two of the most influential factors on intent to remain involved. The results provide theoretical and practical implications for charitable event hosts and outlines steps for further research in the subject.

Keywords: Charitable, Jagathon, Social Media, Donation, Higher Education

Introduction

The meteoric rise of social media in the early 21st century has created a social world that has opened countless opportunities for the diffusion of information and ideas between people all over the world. Early research into social media provided insights to how impactful social media can be for organizations, making it easier to facilitate stakeholder engagement, community creation, advocacy, and fundraising activities (Saxton & Wang, 2014). The popularity of social media, particularly with younger generations, has provided higher education institutions and events a new channel to communicate with their young populations. Past studies have revealed that student participation is fleeting, and sustaining commitment is a challenge for campus events (Bayne & Cianfroe, 2013). It can be challenging for on-campus organizations to recruit and retain dedicated participants, which is an essential aspect of the longevity of any on-campus group. The nonprofit nature of student run organizations on a college campus makes an active student body essential for survival. Social media provides these organizations with a way to connect with their student members; however, a Facebook page alone is not enough to bring in new members and keep current members committed. A deliberate social media strategy is necessary for nonprofit campus organizations in the same way it is necessary for public businesses, however staffing issues and low funding can make it difficult for student organizations to successfully engage over social media.

Due to the numerous benefits both the participant and organization can gain from using social media effectively, this research will provide an understanding on how to create a deliberate social media strategy. The objectives of this study are all aimed to enhance the social media of Jagathon for both participants and the event itself. Jagathon is a student-led, charitable event hosted on the campus of Indiana University - Purdue University Indianapolis (IUPUI) on an annual basis. This event raises money for Children's Miracle Network hospitals, specifically Riley Children's Hospital in Indianapolis. The authors partnered with Jagathon to uncover creative ways to leverage social media to engage students and enhance the outcomes of the event. First, this study examines how Jagathon participants use social media to share their experience around the event. Second, this

study seeks to understand the motivational factors that drive participants to engage with Jagathon. Lastly, this research aims to provide insights on how to use social media to further strengthen motivations for future involvement in the event. In addressing these purposes for the research, this study will focus on answering the following research questions: "Why do students participate in Jagathon?" and "How does social media help participants connect to IUPUI through Jagathon?"

Literature Review

Charities and nonprofits have utilized social media trends and marketing to connect with their target markets and raise awareness about their brand or charity. In 2014, the ALS Ice Bucket Challenge went viral. This trend had people across the world recording themselves dunking buckets of freezing water over their heads in the name of charity (Phing & Yazdanifard, 2014). While the activity in this challenge seems slightly outlandish, it provides social media users with a unique piece of content on their timeline that is associated with a good cause. Though it is a charitable act, this type of post can help the individual to feel better about themselves, receive public gratification, and other intrinsic benefits. This concept of giving charitably and receiving benefits has been studied and coined as Conspicuous Donation Behavior (CDB) by Grace and Griffin (2009). At its core, CDB is characterized by an individual purchasing merchandise from a charity, and then visibly displaying the purchase on their person or possessions (Grace & Griffin, 2006). Simply purchasing a charity ribbon and not displaying it is not classified in CDB, as the public display is an inseparable part of the behavior and the primary source of satisfaction and gratification. Early CDB studies were completed before social media rose to widespread prevalence in the mid 2010's, and as a result focused solely on the display of physical items and merchandise. Social media now provides an even more public way for individuals to display the causes that they care about and as a result should be explored in the lens of Conspicuous Donation Behavior. Chell and Mortimer (2014) explored the applicability of CDB in a virtual space and found that charitable actions can be heavily motivated through the form of online recognition in the form of profile-picture badges and shout-out posts on Twitter. Aside from this work, there is relatively little research regarding CDB and how it can be observed through modern communication technologies.

Social media is an excellent tool to reach college-aged individuals, and on-campus organizations look for ways to best utilize their social media as a tool to provide content or information to their followers and members to fulfill their mission. This varies from providing event information to asking for donations, meaning that each organization has different needs for their social media. Through this research, these organizations will gain understanding and insight into how to effectively use their social media platforms to reach their audience. By using these insights, they can strategize social media campaigns across multiple platforms. This will allow them to maximize the effectiveness of social media posts during their leading up to, during, or after their event. By maximizing the effectiveness of their posting habits, it will allow campus-based, charitable events to better engage their student body through its posts. These findings will help to provide context of how to use different strategies of social media posts before, during, and after the event. By focusing on how to use social media during the off-season, it will allow organizations to keep their members engaged when they are not focused on an event. On the other hand, by learning how participants use social media during an event, they will have a better understanding of how to connect and keep the students engaged effectively. Overall, these findings will help provide insights for on-campus organizations to strategize different types of social media across multiple platforms

throughout the year and during their event to best engage their members.

Theoretical Framework

The conceptual model designed for Study Two consists of four independent variables: Self-esteem, Engagement, Campus Community, and Social Media Use. In the context of this study, self-esteem is characterized by intrinsic desire to help others in order to feel better about oneself. This variable is a key component of Conspicuous Donation Behavior. Engagement is characterized by a lasting commitment to the event being studied and intention to remain involved. Campus community was added due to the fact that this study will be exploring a charitable event based on a college campus. This independent variable measures the sentiments that respondents have towards the educational institution they attend. The final independent variable is social media use. Given the propensity that young adults have towards utilizing social media, online activity provides an excellent avenue for college students to display Conspicuous Donation Behavior. Understanding how and why students use social media in connection with an event provides valuable insights into the intentions of the individual. The dependent variable in the model is Intention for future involvement. This outcome refers to the donation of time, in the form of volunteering or fundraising, or the donation of money to the charitable cause sponsored by the event. Additionally, this dependent variable includes intent to participate in future Jagathons. This study will examine how the factors of self-esteem, engagement, campus community, and social media use can strengthen campus-based charitable events in their retaining committed participants (Figure 1).

Figure 1 – Conceptual Model
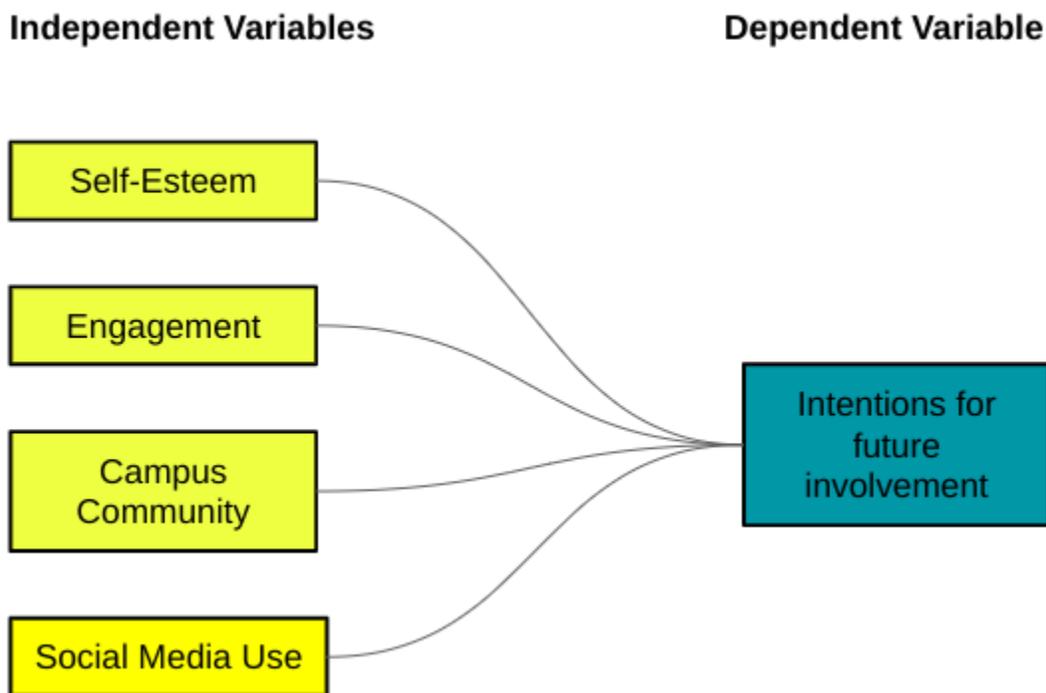
Design and Methods

This study plans to adopt a mixed-method approach by using a quantitative approach in the preliminary study and a qualitative approach for the second study. Study one will conduct a sentiment analysis of participant tweets and Study two will use an electronic survey distributed to Jagathon participants. The sentiment analysis was chosen to understand the motivations for participation in Jagathon. The electronic survey will be used to determine how the different factors outlined in the theoretical framework impact a participant's intent to return and participate in Jagathon. The mixed-methods approach was chosen to understand both motivation for participation and how social media impacts the experience which can only be done by using a combination of the two methods.

Study One

A qualitative study (study one) was conducted, and the findings lead to the development of the proposed quantitative study (study two). Using Twitter web scraping, all tweets since 2010 containing the hashtag #Jagathon were collected. Conducting a sentiment analysis to look at the polarity and sentiment (positive, negative, or neutral) will provide an understanding of the attitudes of Twitter users surrounding Jagathon. From the sentiment analysis, each tweet was assigned a sentiment based on the polarity of the tweet. The sentiment of a tweet is derived from the polarity of a tweet by the following: positive sentiment if the polarity is greater than zero, negative sentiment if the polarity is less than zero, and neutral sentiment if polarity is equal to zero. The results are summarized in Figure 2.

Figure 2: Sentiment Analysis

Sentiment Analysis Result

Positive [61.9%]
Neutral [30.1%]
Negative [8.0%]
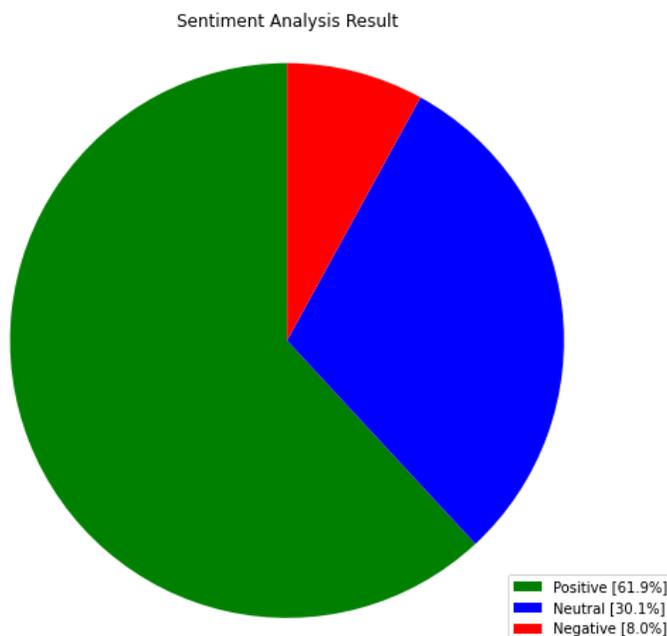
	Total	Percentage
positive	347	61.09
neutral	175	30.81
negative	46	8.10

Based on the results, the general sentiment towards Jagathon is positive. It is also evident that there are more neutral tweets than negative. Looking at the distribution of polarity in Figure 3, most tweets are positive or close to neutral based on the standard deviation.

Figure 3: Polarity Distribution

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Mean Polarity Analysis: 0.1596053625861318
Standard Deviation Polarity Analysis: 0.2824189615980059
Maximum Polarity Analysis: 1.0
Minimum Polarity Analysis: −0.6999999999999998
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From the polarity distribution and the percentage of positive, neutral, and negative tweets, it is apparent that students have positive sentiment towards Jagathon. Next, after splitting the tweets into positive and negative sentiment, the researchers looked at the most popular words.

The plots contain important information for this study. First, most tweets contain words pertaining to the event itself ('Jagathon, IUPUIDM, 'FTK', 'IUPUI', 'riley','rileykids') meaning they use tweets to promote the event. Second, tweets contain words pertaining to supporting the event ('follow', 'support', 'help', 'donate', 'donation') indicating they use the tweets to help ask for donations, as the event's goal is to raise money and awareness for Riley Children's Hospital. An important difference between positive and negative tweets is that negative tweets contain words such as 'cancer' to help tell the story of the health issue children have at Riley Children's Hospital. The negative sentiment classification often led to tweets that were not negative about the Jagathon. They were classified as negative for discussing topics that can be deemed sad, such as sick children. Therefore, negative tweets were not necessarily negative in the context of the study. Positive tweets mention IUPUI more, indicating Jagathon helps increase their sense of identity to the school.

Overall, the sentiment and word analysis helped develop an understanding of how participants and students use Twitter when focusing on Jagathon and helped identify general sentiment towards the event. With the understanding that most tweets (61.09%) have a positive sentiment, meaning that Twitter users have a positive view of Jagathon. Further, based on the content analysis, authors uncovered themes based on the frequently used words in positive and negative tweets. Tweets that were coded as positive tended to focus on the event and the activities that occurred during the event, meaning these tweets frequently were reflections on the poster's experience at the event. Tweets coded as negative were not necessarily negative towards Jagathon but used words that focused on the reality of the event, which is raising money for childhood disease research. This means that negative tweets in the coding model refer to posts that raise awareness for the event and the charitable cause it supports. These two post types align with the principles of Conspicuous Donation Behavior, as they feature a social media user displaying their connection to the event through personal accounts or broader lobbying for the cause. While a sentiment analysis of tweets provided a foundational understanding of how Jagathon participants use social media, the low overall number of followers of Jagathon social media limited the depth to which the researchers could explore social media habits. As a result, the authors took these findings and initiated the

quantitative component of this project through survey research.

Study Two

Study two used a survey method to gather data. To be a participant in the survey, the person must be over the age of 18 and have participated in at least one Jagathon. The survey was conducted with an online survey using Qualtrics, and participants accessed the survey through a shared link. The survey contained 2 screening questions to ensure that any respondent was over the age of 18 and had participated in at least one Jagathon. The body of the survey was composed of 5 questions addressing the various items displayed in Table 1. Lastly, there were 8 demographic questions. The survey was distributed by the convenience sampling method using the personal networks of the researchers via social media, friends, and professors at IUPUI. Additionally, the survey was attached to the post-event survey distributed by Jagathon, however no usable responses were collected from the end of event survey.

The study was conducted to find if self-esteem, engagement, campus community, and social media could predict the intention for the participant to remain involved with Jagathon in the future. Self-esteem in this study is defined and characterized by one's intrinsic desire to help others with the motivation to feel better about oneself. The study aimed to find out if Jagathon made the participants feel good about themselves after participating in the event. This variable was selected because of its role in the Conspicuous Donation Behavior model. Engagement in study two is defined and characterized by the number of roles the participants held at the event (participant, board committee, Jag Pal, fundraiser) and the number of Jagathons the participant had attended. This variable was selected to determine if varying levels of participation in an event can impact how an individual interacts and identifies with an event. Campus community defined and characterized in this study meant the connection the participant felt to the IUPUI college campus community. Statements such as "Jagathon increases my attachment to the IUPUI community" were used to measure this in the survey measured on a likert scale. Given that Jagathon is an event hosted by students on a college campus, understanding participant perceptions of the campus as a whole provides insights on how individuals get involved and why they stay involved in the event. Social media use was the final independent variable, and was used to understand how Jagathon participants interacted with the event online and to provide insights on how participants sought out information about Jagathon. Social Media use in this study was characterized by posting, sharing, liking, commenting, searching about Jagathon and/or following Jagathon accounts. This variable was selected because of the large population of young adults who use social media on a daily basis and the strong outlet that social media provides for conspicuous donation behavior. All of these constructs were tested to see their influence on the dependent variable, Intention for future involvement. Intention for future involvement is characterized by the donation of time, money, or both to Jagathon in years to come, as well as an overall intention to participate in the event in the future.

The survey was distributed to over 150 participants, 52 surveys were returned, and a total of 30 surveys were complete and used for data analysis. Study two was analyzed using a descriptive analysis to report the sample profile, correlation analysis to look at the relationships between constructs, and a regression analysis to find the constructs that are major drivers of the DV.

Table 1 – Survey Items, Definitions, and Origins (distributed survey)

Term	Item(s)	Source

Participation	- How many Jagathons have you participated in? (1 - 11+ years) - Mark any of the following roles you have held with Jagathon (Ambassador; Participant; Spectator; Leadership Team; Donor; Fundraising; Jag Pal; Committee Member; Other.) - How satisfied are you with your Jagathon experiences? (1-7 Likert scale).	Authors
Self-Esteem.	*1-7 Likert Scale for the following-* - Jagathon makes me feel good about myself - Jagathon increases my self-esteem	Adapted from (Grace & Griffin, 2009).
Donation Intent	*1-7 Likert Scale for the following -* - Donate time to future Jagathons. - Donate money to future Jagathons	Authors
Campus Community	*1-7 Likert Scale for the following -* - I feel accepted as a member of the IUPUI community - I feel recognized as a member of the IUPUI community - I feel proud of my involvement with the IUPUI community - I am a part of IUPUI's traditions and celebrations - Jagathon increases my attachment to the IUPUI community - The institution's traditions and celebrations play an important role in my life as a student. - I have opportunities to interact with people of different backgrounds. - My friends on campus share my interests and values.	Adapted from (Cheng, 2004)
Engagement	*1-7 Likert Scale for the following -* - How likely are you to remain involved in future Jagathons?	Authors
Social Media Habits	*1-7 Likert for the following -* *Please indicate how often you do the following on social media.* - Post about Jagathon - Share Jagathon-related content - Comment on Jagathon related-content - Like Jagathon-related content - Search for Jagathon-related content - Follow Jagathon-related pages - Other _____	Authors

To have a better understanding of the responses, a descriptive analysis was conducted. Table 2 contains the distribution of the demographic of respondents. In terms of Gender, Ethnicity, and Age, survey respondents were very similar. Part of the lack of diversity can be attributed to the researcher's networks as a convenience sampling method was used. Therefore, the 30 completed responses may not reflect the entire population of Jagathon Participants. However, there are a lot of experienced respondents with Jagathon having participated in more than one Jagathon and holding more than one role within Jagathon. With such a small sample size, our questions were highly correlated with our predicted variable. Therefore, we used each of our constructs to create a variable that represents the respondents average answer to the question of the given construct (Self-Esteem, Engagement, Campus Community, Social Media Use, and Future Involvement). This allowed for a

better understanding of the respondent's average feelings of each construct and control for multicollinearity.

Table 2 – Demographic Distribution

Item		Frequency	Percentage
Gender	Female	27	0.9
	Other	3	0.1
Ethnicity	White	23	0.77
	Others	7	0.23
Age	18-19	2	0.06
	20-21	6	0.2
	22-23	15	0.5
	24-25	2	0.06
	26+	5	0.16
IUPUI Status	Freshman	2	0.06
	Sophomore	4	0.13
	Junior	2	0.06
	Senior	1	0.03
	Graduate Student	7	0.23
	Alumni	10	0.33
	Faculty	1	0.03
Class Format	In-Person	15	0.5
	Asynchronous	2	0.06
Living Situation	On-Campus	2	0.06
	Off-Campus	16	0.53

Item		Frequency	Percentage
Number of Jagathons Participated in	2	12	0.4
	3	8	0.26
	4	3	0.1
	5	3	0.1

	6	2	0.06
	7	1	0.03
	9	1	0.03
Number of Jagathon Roles Held	1	16	0.53
	2	7	0.23
	3	2	0.06
	4	2	0.06
	5	1	0.03
	6	1	0.03
	7	1	0.03

Next, a correlation analysis was done to check for multicollinearity and to see what variables the best predictors in our regression model may be. From Figure 7, we can see that a Student being a Full-Time Student and Full-Time Worker have a high negative correlation. It can be assumed from the correlation that if a Student is a Full-Time Student, they are not a Full-Time worker. Therefore, FullTimeWorker was dropped from the model. Another key correlation is the correlation between Self-Esteem and Satisfaction with Jagathon. However, it was not high enough to drop from the model. Based on our correlation, Satisfaction with Jagathon and Campus Community are the highest correlated with Future Involvement, with each having a positive correlation. From that, it can be assumed that if a student is more satisfied, feels a higher connection to the campus, and has a higher self-esteem, they will be more likely to stay involved with Jagathon. It can also be seen that if a student is a part-time student, they are less likely to stay involved with Jagathon.

Finally, a regression analysis was run to determine which constructs are most important to determine future involvement. In Table 3, Cronbach's Alpha was checked to determine the internal consistency, or how closely related a set of items are as a group, between each construct and each type of Future Involvement. Given the small sample size, there was a very high level of internal consistency. This translates to our data being considered very reliable.

Table 3 – Cronbach's Alpha

Construct	Cronbach's Alpha
Campus Community	0.837
Self-Esteem	0.923
Social Media	0.912
Intention to Donate Money	0.913
Intention to Donate Time	0.913
Intention to Remain Involved	0.839

All Intentions to for Future Involvement	0.916

Note: A Cronbach's Alpha > 0.7 is considered a high level of internal consistency

In Table 4, a multiple linear regression was run using each of the constructs and demographic information. A p-value > 0.05 indicates a statistically significant relationship between the variable and the outcome variable. In the model, IUPUI Student Status and Gender are the top variables to predict future involvement. Outside of demographics, as we saw through the correlation analysis, Satisfaction with Jagathon is the top predictor. Between our four constructs, Social Media Use was our best predictor and Campus Community was the worst. From this, it can be inferred that it is more important that the student is satisfied with the Jagathon experience and involved with Jagathon than it is to make sure they feel involved on campus as a whole.

Table 4: Multiple Linear Regression

	FutureInvolvement		
Predictors	*Estimates*	*CI*	*p*
(Intercept)	8.80	-16.84 – 34.43	0.480
SelfEsteem	0.19	-0.44 – 0.82	0.526
CampusCommunity	0.10	-0.68 – 0.87	0.796
FullTimeStudent	0.21	-1.13 – 1.55	0.745
PartTimeStudent	2.81	-1.06 – 6.67	0.145
Race	-0.50	-1.84 – 0.83	0.438
IUPUIStatus	-0.33	-0.60 – -0.06	**0.019**
NumRolesHeld	-0.02	-0.43 – 0.40	0.940
NumJagathons	0.20	-0.24 – 0.65	0.353
GenderDum	-2.98	-5.04 – -0.93	**0.007**
SocialMedia	0.30	-0.18 – 0.77	0.203
SatisfiedJagathon	0.42	-0.06 – 0.91	0.082
Observations	30		
R^2 / R^2 adjusted	0.765 / 0.621		

Note: P-Value < 0.05 indicates a significant relationship

To verify the model, the Variance Inflation Factor (VIF) was checked to measure the amount of multicollinearity there was in the variables used in the model. The most notable one is social media being the highest just above 3.5. An VIF value is considered high if it is above 5. Therefore, the variables in the model in our dataset are considered to not have a high multicollinearity.
Finally, a Bootstrap model was used to infer the population distribution, resulting in the output of a 95% confidence interval for the Bootstrap data. While data may have been reliable from

Cronbach's Alpha, the data was found to be skewed within the model. This can be attributed to the sample size being small (N=30) and a lack of diversity in the demographics. After attempting to manipulate the data to fix the skewness, it was determined that sticking with the multiple linear regression model was best as it is the most interpretable model.

Overall, the descriptive statistics, correlation analysis, and regression analysis helped develop an understanding of the type of students and why students intend to stay involved in future Jagathons. The descriptive statistics allowed for an understanding of the shortcomings our analysis may have before starting it by understanding the lack of diversity in our sample. After running the correlation analysis and the regression analysis showed the most important factors to determine if a student intends to have future involvement in Jagathon. The main takeaway being that if a student enjoys their time at Jagathon and interacts with Jagathon's social media pages, they are more likely to continue involvement.

Conclusion

Study one allowed the researchers to understand the general sentiment and attitude towards Jagathon on IUPUI's campus. By analyzing all tweets containing "#jagathon" since 2010, it is clear that Jagathon is perceived as a positive event on campus and is valued by many students and alumni. The majority of the tweets collected were positive (61%), and only 8% of all tweets had a negative connotation. It is important to note that sentiment analysis in this instance looks at the words used in the tweet, not the overall meaning of the tweet itself. This means that not all negative tweets are associated with negativity towards Jagathon, but may be directed towards a more somber aspect of the event. Jagathon is a charity that benefits a children's hospital, meaning some tweets may include reflections on children with illnesses, which would be classified as negative. It is clear that sentiment is overwhelmingly positive for Jagathon by exploring the most frequently used words in positive and negative sentiment tweets. The most frequently used words in both positive and negative tweets are the various hashtags tied to Jagathon, however the first major difference would be the presence of "ill" in negative tweets, this word clearly is not being used to describe the event, but rather the beneficiaries of the charitable nature of the event. Additionally, terms like "money," "raise," "donations," and "support" appear in negative tweets but not positive tweets, this indicates that tweets classified as negative may actually be tweets that are raising awareness of the event and encouraging interaction and donation. Positive tweets had words such as "thanks" and "dance" appear frequently, indicating tweets coded positively are likely a reflection on the experience that the poster had at the event. The fact that the positive sentiment tweets are reflecting on personal experience and are the sentiment most frequently observed. Based on the insights gathered from the commonly used words in positive and negative tweets, researchers were able to get a clear image of what Jagathon participants use social media for. Positive tweets are reflections on the experience the user had at the event, and negative tweets are likely tied to raising awareness, funds, and participation. Currently, most of the tweets about Jagathon are reflections on the user's experience, with some more motivated participants using their social media to attempt to broaden the reach of the event.

Study one faced limitations in the data collection process through social media. Unfortunately, due to time restraints and limited access to posts, researchers were unable to explore posts on other platforms such as Facebook or Instagram. These two platforms are popular and also see different types of content posted, with videos and longer text posts on Facebook and photos

being the focus of most Instagram posts. Further insights on social media usage habits could have been drawn from posts on different platforms and would have increased the overall data points that could be analyzed. Jagathon does not have a remarkably large following on any social media platform, and the organization rarely gets over 50 interactions on a given post. Overall Jagathon has a limited presence on social media which posed a challenge for a study looking to explore social media use regarding campus-based charitable organizations. Another limitation faced by the researchers in study one was the hashtag used to collect tweets. Unfortunately, the official hashtag for Jagathon "#RallyForResearch" is a hashtag that is used by many charitable organizations that benefit medical research causes. As a result, it would be a challenge to determine if the tweet was actually directed towards Jagathon. The character limit on Twitter limits how much users can write and can cause key context to be left out. Rather than attempting to remove any tweet not related to Jagathon from the dataset, the researchers found that "#Jagathon" served as a satisfactory replacement to gather data. This created a usable dataset, but may have excluded a significant number of tweets that were directly related to Jagathon.

Study two allowed the researchers to understand what constructs are most important to students who plan to stay involved with Jagathon in the future. By conducting a survey and analyzing the responses, it was concluded that satisfaction with Jagathon was the largest driving factor predicting future involvement. The next driving factor was social media usage. The least important construct was Campus Community. Interestingly, it also does not matter how many more roles or how many Jagathons a student has participated in. This means that the overall experience of Jagathon and how their social media habits matter much more to students who intended to be involved with Jagathon in the future than how they identified themselves with the IUPUI campus.

Study two faced many challenges in its implementation. The primary issue faced in the study is the size of the survey sample. Based on the method of determining estimated sample size for regression analysis established by Green (1991), 82 responses were required for statistical significance. Only 30 surveys were usable. Several factors combined to cause this small sample. The first challenge faced was an overall lack of communication with the partner organization for this project, Jagathon. This project was conducted through the structure of a graduate level research class and as a result, the student researchers did not have any direct communication with the organization. This forced the researchers to change the sampling method for study two on several occasions. The initial distribution plan was to share our survey to the population of Jagathon through the official mailing list, however due to privacy reasons associated with the charitable group and their donors, researchers were not given access to the list. Next, researchers planned to distribute the survey to Jagathon participants on the day of the event, however it was not until days before the event, and over halfway through the semester before researchers learned this would not be allowed to occur. The final method of distribution attempted was to reach out via social media. Researchers reached out to anyone who liked, retweeted, or posted about Jagathon going back to 2019. Unfortunately, many of these individuals did not have private messaging enabled and researchers were only able to send the survey to 50 people through Twitter, receiving 2 responses.

The sampling issues faced in this project are largely tied to a lack of access to the event's participants and a lack of legitimacy when reaching out to participants. Researchers used personal social media accounts to recruit, and were not able to provide any proof of ties to Jagathon. Ultimately to have conducted this study with greater success, a higher level of communication and cooperation must be established between the researchers and the partner organization. The final survey was cut from 31 items to 23 in order to fit it into the official "End of Event" survey distributed by Jagathon. This adjustment resulted in Conspicuous Donation Behavior being

essentially removed from the survey, leaving out the public gratification aspect of the model. Unfortunately, researchers received no usable samples from the post-event survey and could only rely on the samples gathered via social media and through the networks of the researchers. This resulted in a less thorough survey and an unexpected reduction in overall survey responses which posed a challenge to the statistical significance of the study. These compounding challenges lead researchers to rely on a small sample that is likely not representative of the population. In spite of these challenges however, the items studied in the survey were shown to be reliable and indicate that there is legitimacy behind the study conducted.

Future Research Needs

This study provided a foundational understanding of Jagathon participants, their motivations, and their social media habits. In spite of the challenges faced by the researchers, it was uncovered that Jagathon is viewed in a positive light on campus, and that people who enjoy their experience with the event are more likely to return. This indicates that Jagathon is doing the right things with its event and making an impact on campus and the community as a whole. While this is a great start, it is clear that a more in-depth social media presence and strategy is vital to the continued success and growth of the event. The researchers advise the Jagathon social media team to make an effort to be more interactive with their social media presence and diversify the content that they post.

This study sought to bring Conspicuous Donation Behavior into a modern paradigm and find how social media can be included into the model at its core, however due to challenges faced during the course of the semester of research, it was unable to meet these standards. Future research should be conducted utilizing the original 31 item survey created in this study. Researchers would be advised to partner with an organization that has a larger social media presence and greater ability to share participant information. This would increase the sample size of both studies and allow for deeper analysis and understanding of the different items being studied. Social media is a valuable tool for event hosts and charitable organizations alike, and finding a way to combine the two would likely strengthen the outcomes and provide meaningful and usable insights about how to engage with consumers on social media in a way that encourages interaction, participation, donation, and commitment to the cause and event.

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